



APRIL 2025

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ASSESSMENT



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ANALYTICS REVIEW

April Recap (4.1.25 - 4.30.25)

Direct Traffic drove the most users to the website but Organic Search showed the highest engagement.

594

Total Visits

144

Organic Search Traffic

380

Direct Traffic

45

Users from Social

Top Referral Sources

1 Direct Traffic
2 Organic Search

Most Engagement by Referral

1 Organic Search
2 Direct Traffic

Top Referral Time on Site

1 Organic Search
2 Direct Traffic

[Keyword Report](#)



WEBSITE PERFORMANCE

Last month we completed the final QA through the site to ensure all references to “SKIN” have been changed. Given the high engagement within the Projects area of the site it may be worth investing in a call to action as the user scrolls down to ask the user if they would like to inquire about your services. This would then lead them to a modal contact form or we can direct them to the existing contact form.

Top Performing Pages

Home

487

Views

48.58%

Engagement Rate

Projects

230

Views

91.74%

Engagement Rate

Contact

170

Views

76.09%

Engagement Rate

FYD

FYD	2025
BUILDING BRANDS	